

## WHAT IS CLAIMED IS:

1. An event information provision method comprising: a step wherein a user participates in an event organized by an event manager; a privileged access right acquisition step wherein the aforementioned user, by participating in this event, acquires a pre-established privileged access right; a privileged Website information provision step wherein, in response to access by the aforementioned user who has exercised this privileged access right, said user is supplied with information exclusive to the privileged Website, said information being provided by the aforementioned event manager; and a step of registering information relating to the aforementioned user.
2. The event information provision method of Claim 1, further comprising: a step of providing advertisement information for an event, said advertisement information being provided by an advertiser; and a step of providing the aforementioned advertiser with information relating to the aforementioned user, in exchange for an advertising fee in respect of this advertisement.
3. The event information provision method of Claim 1, further comprising, in the aforementioned privileged access right acquisition step, setting a condition that the aforementioned user has to satisfy in order to acquire the privileged access right, this condition having some degree of difficulty, and granting the privileged access right to the aforementioned user if the user satisfies this condition.
4. The event information provision method of Claim 1, further comprising, in the aforementioned privileged Website information provision step, checking, in response to access by the aforementioned user, whether or not that user has

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obtained the privileged access right, and providing the privileged Website  
5 information only if the user has obtained the right.

5. The event information provision method of Claim 1, wherein the  
aforementioned event manager and the aforementioned user are connected via  
a network, and information relating to the aforementioned event and  
information relating to the privileged Website are registered at a portal site.

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6. An event information provision system comprising: privileged access  
right granting means for granting a pre-established privileged access right to a  
user who participates in an event organized by an event manager; privileged  
Website information provision means which, in response to access by the  
5 aforementioned user who has exercised this privileged access right, supplies  
that user with information exclusive to the privileged Website, said information  
being provided by the aforementioned event manager; and registration means  
for registering information relating to the aforementioned user.

7. The event information provision system of Claim 6, further comprising  
means for providing the aforementioned advertiser with information relating to  
the aforementioned user, in exchange for an advertising fee in respect of an  
advertisement for the aforementioned event, said advertisement having been  
5 provided by the advertiser.

8. The event information provision system of Claim 6, wherein the  
aforementioned privileged access right granting means sets a condition that the  
aforementioned user has to satisfy in order to acquire the privileged access  
right, this condition having some degree of difficulty, and grants the privileged  
5 access right to the aforementioned user if the user satisfies this condition.

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9. The event information provision system of Claim 6, wherein the  
aforementioned privileged Website information provision means checks, in  
response to access by the aforementioned user, whether or not that user has  
obtained the privileged access right, and provides the privileged Website  
5 information only if the user has obtained the right.

10. The event information provision system of Claim 6, wherein the  
aforementioned event manager and the aforementioned user are connected via  
a network, and information relating to the aforementioned event and  
information relating to the privileged Website are registered at a portal site.

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